



Text Analytics

**Identify relevant report information from unstructured data**

## The Big Picture

A leading bank was conducting projects on socioeconomic issues, which resulted in the production of unstructured data in the form of a plethora of files. Given a database of documents and concepts as use cases, the challenge was to analyze and identify insights in the documents related to 'road safety'.

## Transformative Solution

To solve the company's challenge, an analysis and assessment framework was used that leveraged text mining to enhance productivity. Deep-learning based techniques were used to identify semantically similar keywords to expand the scope of the search. The approach also cross-tabbed documents and search terms by frequency or correlation to generate cross-document heat maps. The solution computed distribution of search term frequencies, projects counts, and other statistics across countries and report start years.

## The Change

As a result of the solution, the company was able to use co-occurrence statistics to identify other terms related to search keywords. 60% of the documents were found to be relevant. The solution enabled the company to categorize relevant documents based on ranking.

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